



ASIA PACIFIC MARKETING AND MANAGEMENT CONFERENCE 2011

PROGRAM AND ABSTRACTS

Asia Pacific Region in an Era of Global Uncertainties: Issues, Opportunities and Challenges

9TH NOVEMBER TO 11TH NOVEMBER 2011

MERDEKA PALACE HOTEL, KUCHING, SARAWAK

Organized by:

**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITI MALAYSIA SARAWAK (UNIMAS)
SARAWAK, MALAYSIA**

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PROGRAM & ABSTRACTS

Asia Pacific Marketing and Management Conference 2011



**Asia Pacific Region in an Era of Global Uncertainties:
Issues, Opportunities and Challenges**

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MESSAGE FROM

The Vice Chancellor of Universiti Malaysia Sarawak

Assalamualaikum w.b.t. and Salam Sejahtera.



A very warm welcome or “*Selamat Datang*” to all the distinguished presenters and delegates of the Asia Pacific Marketing and Management Conference 2011 (APM²C 2011), organized by the Faculty of Economics and Business of Universiti Malaysia Sarawak.

This year, the conference theme “Asia Pacific Region in an Era of Global Uncertainties: Issues, Opportunities and Challenges” is indeed relevant and important to address the business development and market growth in the context of Asia Pacific region. To date, there have been many instances of business challenges and global issues that require a thorough analysis and critical discussion. I am very happy to learn that this conference has received contributions through the research paper submission from academics and practitioners from various countries and disciplines. I am also pleased to note that we have a wide array of scholars as well as industrial practitioners coming from as far as South Africa, France, Australia, India, Pakistan, Bangladesh, Saudi Arabia, Taiwan, Iran, Philippines, Singapore and Indonesia to participate in this conference.

This conference has indeed fulfilled its main objective which is to serve as a platform to gather academics and business communities to discuss and share knowledge on current issues and initiatives related to marketing, management and other business fields in the context of Asia Pacific region. It is my earnest hope that the intellectual discourses and insights generated through critical discussions and debates at this conference will further stimulate more in-depth research in these areas.

Finally, I would like to congratulate the APM²C2011 committee for the success in organizing this conference. To all the conference delegates, thank you for being here to share your knowledge with us. I hope you will enjoy your stay in Sarawak.

Wassalam.



Professor Datuk Dr. Khairuddin Ab Hamid
Vice Chancellor
Universiti Malaysia Sarawak

MESSAGE FROM

**The Dean, Faculty of Economics and Business
Universiti Malaysia Sarawak**



Assalamualaikum w.b.t. and Salam Sejahtera.

On behalf of the Faculty of Economics and Business, Universiti Malaysia Sarawak, it gives me great pleasure to welcome all the distinguished presenters and delegates of the Asia Pacific Marketing and Management Conference 2011 (APM²C 2011), organized by the faculty for this year.

The theme “Asia Pacific Region in an Era of Global Uncertainties: Issues, Opportunities and Challenges” reflects the contemporary business issues that we are experiencing now. In the context of Asia Pacific Region, the continuing volatility and economic challenges have pushed various businesses and organizational entities to reassess how they will function and survive. Many organizations or businesses are struggling to come up with pragmatic and effective measures to manage the strong momentum from the global economic impact. With regard to human capital development, no doubt the behavioral changes of these organizations will influence and shape the approaches in managing the dynamics of human and business relations in their context. From the standpoint of business research disciplines particularly in the area of management and marketing, these contemporary issues necessitate deeper research investigation, quantitatively as well as qualitatively.

Through your participation, the presenters and the experts from various academic background, research and professional expertise, I hope, your contributions today will make a significant impact to influence the literature development. More importantly also, I hope your research works today will give great benefits to the businesses and organizational entities to effectively function and operate in today’s volatile market.

Lastly, I would like to take this opportunity also to express my deep appreciation to the Vice Chancellor of Universiti Malaysia Sarawak, Professor Datuk Dr Khairuddin for his support and encouragement to our faculty in organizing this conference. To the organizing committee, I applaud them for their dedication and efforts to make this conference a reality. To all the delegates, I wish you a successful and fruitful event.

Thank you.

Wassalam

A handwritten signature in black ink, appearing to read 'Shazali Abu Mansor', written over a horizontal line.

Professor Dr Shazali Abu Mansor
Dean, Faculty of Economics and Business
Universiti Malaysia Sarawak.

MESSAGE FROM

The Conference Organizing Chair

Assalamualaikum w.b.t. and greetings.

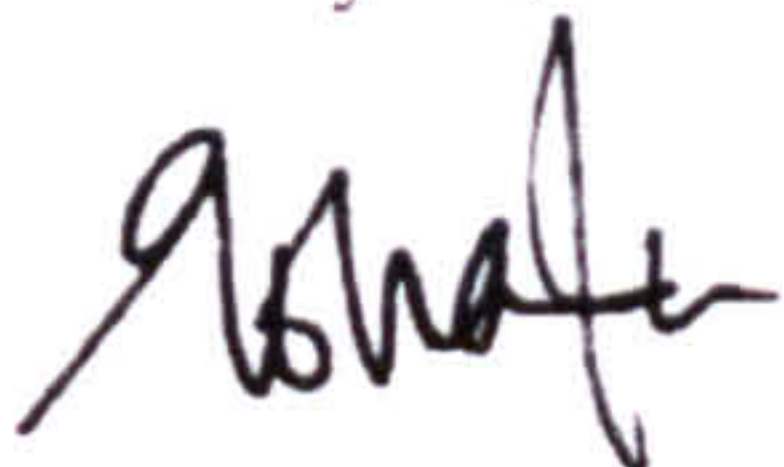
On behalf of the organizing committee, I would like to welcome all the conference delegates and presenters to the "Asia Pacific Marketing and Management Conference (APM²C 2011)", organized by the Faculty of Economics and Business, Universiti Malaysia Sarawak. This year, we decide to host the conference at Merdeka Palace Hotel & Suites in Kuching, Sarawak.



This conference has received 160 submissions from interested researchers from 16 countries. Out of this, I am glad that we are able to gather about 97 scholars from various research background and countries. This conference continues its tradition of promoting interdisciplinary business research areas. It also continues to focus on new and stimulating research works that place strong emphasis on discussing many contemporary and challenging business issues in the context of the Asia Pacific Region. This conference also continues to encourage participation of talented and bright postgraduate students from various countries. We believe that only through intense intellectual engagement, debates and knowledge sharing, new research works and ideas can continue to generate significant impact in the literature development and also in practice.

Finally, on behalf of the organizing committee, I hope you will enjoy your stay and will find this conference is meeting your expectation. To our international delegates, we hope the magic of the Island of Borneo has done wonders to remedy your exhaustion after a long journey to reach here. To all the delegates, we hope you will take advantage of joining an organized social trip on the second day of the conference to know more about our beautiful city "Kuching" or popularly known as "Cat City" of Sarawak.

Thank you, and have a good and productive conference.



Dr Rohaya Mohd Nor
Conference Organizing Chair (APM²C 2011)
Faculty of Economics and Business
Universiti Malaysia Sarawak

Conference Organizing Committee

PATRON

Professor Dr Khairuddin Ab Hamid
Vice Chancellor, UNIMAS

ADVISOR

Professor Dr Shazali Abu Mansor
Dean, Faculty of Economics and Business, UNIMAS

Dr Mohamad Jais
Deputy Dean, Faculty of Economics and Business, UNIMAS

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AP Dr Ricardo Baba

AP Dr Ernest Cyril De Run

Program & Abstract Book (Publication and Design)

Dr Jamal Abdul Nassir Shaari
Constance Rinen Justin Wah

Nordiana Ahmad Nordin
Bakri Abdul Karim

Proceedings Book (Publication and Design)

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Seroji New

PROGRAM

Asia Pacific Marketing and Management Conference 2011



Asia Pacific Region in an Era of Global Uncertainties: Issues, Opportunities and Challenges

APM²C 2011 PROGRAM SCHEDULE

Date	Day	Events / Parallel Sessions	Time	Venue			
				Balai Merdeka [Level 4]	Dewan Muhibbah 1 [Level 2]	Dewan Perpaduan 2 [Level 1]	Dewan Muhibbah 2 [Level 2]
November 08, 2011	Tuesday	Early Registration [Merdeka Palace Hotel]	1600 – 1800				
November 09, 2011	Wednesday	Conference Registration I	0800 – 0830				
		Refreshment	0830 – 1000	I (A)	I (B)	I (C)	I (D)
		Keynote Session I Lunch	1000 – 1030				
		II	1030 – 1200				
		Refreshment	1230 – 1400				
		Social Visit	1400 – 1530	II (A)	II (B)	II (C)	II (D)
			1530 – 1600				
November 10, 2011	Thursday		1600 – 1800				
		III					
		Refreshment	0830 – 1000	III (A)	III (B)	III (C)	III (D)
		VI	1000 – 1030				
		Lunch	1030 – 1230	IV (A)	IV (B)	IV (C)	IV (D)
		Social Visit	1230 – 1400				
		Refreshment	1430 – 1730				
November 11, 2011	Friday	Grand Dinner	1730 – 1800				
		V	1900 – 2300				
		Refreshment		V (A)	V (B)	V (C)	V (D)
		Lunch and Check-out	0830 – 1000 1000 – 1030 1200 – 1400				

APM²C 2011 PROGRAM SCHEDULE

08 November (Tuesday)	Activities	Venue
1600 - 1800	Early Registration	Lobby Merdeka Palace Hotel

09 November (Wednesday)	Activities	Venue
0800 - 0830	Registration and Arrival of Participants	Lobby Merdeka Palace Hotel
0830 - 1000	Parallel Session I (A) <i>Marketing Communication</i>	Balai Merdeka [Level 4]
	Parallel Session I (B) <i>Human Capital Development</i>	Dewan Muhibbah 1 [Level 2]
	Parallel Session I (C) <i>Accounting/ Finance</i>	Dewan Perpaduan 2 [Level 1]
	Parallel Session I (D) <i>Technology</i>	Dewan Muhibbah 2 [Level 2]
1000 - 1030	Refreshment	
1030 - 1200	Keynote Session I	Balai Merdeka [Level 3]
1230 - 1400	Lunch	
1400 - 1530	Parallel Session II (A) <i>Marketing Research</i>	Balai Merdeka [Level 4]
	Parallel Session II (B) <i>Knowledge Management</i>	Dewan Muhibbah 1 [Level 2]
	Parallel Session II (C) <i>Economics</i>	Dewan Perpaduan 2 [Level 1]
	Parallel Session II (D) <i>Marketing Strategy</i>	Dewan Muhibbah 2 [Level 2]
1530 - 1600	Refreshment	
1600 - 1800	Social Visit [Visit to UNIMAS]	

10 November (Thursday)	Activities	Venue
0830 - 1000	Parallel Session III (A) <i>Consumer Behaviour</i>	Balai Merdeka [Level 4]
	Parallel Session III (B) <i>Entrepreneurship</i>	Dewan Muhibbah 1 [Level 2]
	Parallel Session III (C) <i>Accounting/ Finance</i>	Dewan Perpaduan 2 [Level 1]
	Parallel Session III (D) <i>Training and Development</i>	Dewan Muhibbah 2 [Level 2]
1000 - 1030	Refreshment	
1030 - 1230	Parallel Session IV (A) <i>Consumer Behaviour</i>	Balai Merdeka [Level 4]
	Parallel Session IV (B) <i>Strategy and Competitiveness</i>	Dewan Muhibbah 1 [Level 2]
	Parallel Session IV (C) <i>Economics</i>	Dewan Perpaduan 2 [Level 1]
	Parallel Session IV (D) <i>Technology</i>	Dewan Muhibbah 2 [Level 2]
1230 - 1400	Lunch	
1430 - 1730	Social Visit [Kuching Heritage Visit]	
1730 - 1800	Refreshment	
1900 - 2300	Grand Dinner	Balai Merdeka [Level 3]

11 November (Friday)	Activities	Venue
0830 - 1000	Parallel Session V (A) <i>Corporate Social Responsibility</i>	Balai Merdeka [Level 4]
	Parallel Session V (B) <i>Human Resource</i>	Dewan Muhibbah 1 [Level 2]
	Parallel Session V (C) <i>Economics</i>	Dewan Perpaduan 2 [Level 1]
	Parallel Session V (D) <i>Services Marketing</i>	Dewan Muhibbah 2 [Level 2]
1000 - 1030	Refreshment	
1230-1400	Lunch and Check-out	

LIST OF TRACKS AND CHAIRPERSONS

November 9, 2011 (Wednesday)			
Session	Track	Chairpersons	Venue
1A	Marketing Communication	Ernest Cyril de Run	Balai Merdeka [Level 4]
1B	Human Capital Development	Jamal Abdul Nassir bin Shaari	Dewan Muhibbah 1 [Level 2]
1C	Accounting/ Finance	Norlina Kadri	Dewan Perpaduan 2 [Level 1]
1D	Technology	Constance Rinen Justin Wah	Dewan Muhibbah 2 [Level 2]
2A	Marketing Research	Abang Azlan Mohamad	Balai Merdeka [Level 4]
2B	Knowledge Management	Lo May-Chiun	Dewan Muhibbah 1 [Level 2]
2C	Economics	Evan Lau	Dewan Perpaduan 2 [Level 1]
2D	Marketing Strategy	Janifer Lunyai	Dewan Muhibbah 2 [Level 2]

November 10, 2011 (Thursday)			
Session	Track	Chairpersons	Venue
3A	Consumer Behaviour	Nordiana Ahmad Nordin	Balai Merdeka [Level 4]
3B	Entrepreneurship	Harry Entebang	Dewan Muhibbah 1 [Level 2]
3C	Accounting/ Finance	Bakri Abdul Karim	Dewan Perpaduan 2 [Level 1]
3D	Training and Development	Rohaya Mohd-Nor	Dewan Muhibbah 2 [Level 2]
4A	Consumer Behaviour	Rabaah Tudin	Balai Merdeka [Level 4]
4B	Strategy and Competitiveness	Ricardo Baba	Dewan Muhibbah 1 [Level 2]
4C	Economics	Shafinah Abd Rahim	Dewan Perpaduan 2 [Level 1]
4D	Technology	Irma Yazreen Md Yusoff	Dewan Muhibbah 2 [Level 2]

November 11, 2011 (Friday)			
Session	Track	Chairpersons	Venue
5A	Corporate Social Responsibility	Michael Tinggi	Balai Merdeka [Level 4]
5B	Human Resource	Khairil Annuar Mohd Kamal	Dewan Muhibbah 1 [Level 2]
5C	Economics / Others	Mohd Khairul Hisyam Hassan	Dewan Perpaduan 2 [Level 1]
5D	Services Marketing	Azuriaty Atang	Dewan Muhibbah 2 [Level 2]

KEYNOTE SPEAKER

Professor Dato' Dr. Ibrahim Ahmad Bajunid is Deputy Vice Chancellor INTI International University-Laureate International Universities and Professor of Management, Education and the Social Sciences. Dr. Ibrahim is the First Director of the Regional Center for Educational Planning (UNESCO-RCEP), Al Sharjah, United Arab Emirates. Dr. Ibrahim Ahmad Bajunid was Professor of Management, Leadership and Policy Studies and the Founding Dean, Faculty of Humanities and Social Sciences at University Tun Abdul Razak (UNITAR) for seven years before taking the post of Director, RCEP. He is the former Director of Institut Aminuddin Baki (IAB) - The National Institute of Educational Management and Leadership. He was a member of the Task Force that established Institute Aminuddin Baki in 1979.



For more than three decades he has been the key figure in the Field of Educational Management and Leadership in Malaysia. He is Editor and Editorial Advisor for several educational journals, locally and internationally. He has presented keynote addresses at various national and international conferences in Malaysia and abroad. Dr. Ibrahim Bajunid exercises many leadership roles and has provided services as consultant in policy-making governmental Committees, private sector and Non-Governmental Organizations (NGOs). He was President of the Senior Educators' Association, Fellow of the Council of Education Management in Commonwealth Countries, Distinguished Fellow of the Institute of Strategic and International Studies (ISIS) Malaysia, Fellow Emeritus of the National Institute of Educational Management and Leadership (IAB), Fellow of the National Research Institute on Youth, Senior Fellow of the Malaysian Social Institute, Consultant Fellow of the International Institute of Educational Planning (IIEP), Member of the Advisory Board of Asia Pacific Centre for Leadership and Change (APCLC), Hong Kong Institute of Education, and, Honorary Life Member of the Malaysian Association for Music Education (MAME). He was actively involved as a Trade Union leader and is also the Immediate Past President of the Malaysian Institute of Human Resource Management (MIHRM), and is currently leading other professional associations, including, the Malaysian Association for Education (MAE), the Malaysian Educational Management and Leadership Association, and Board Member and President of the Asia-Pacific Educational Research Association (APERA). He has been a consultant in Thailand, United Arab Emirates, Botswana, and Cambodia and had the opportunity of contributing in the activities of UNESCO, UNDP, ASEAN Council of Teachers (ACT), and Education International (EI).

Professor Dr. Ibrahim Ahmad Bajunid is the recipient of the "Tokoh Kepimpinan Pendidikan Kebangsaan" the National Educational Leadership Award, the highest Educational Leadership Award in Malaysia granted/awarded only to a few individuals who have demonstrated distinguished and exemplary leadership across institutional, national and international contexts. He was also awarded the Honorary Doctorate in Education and Management by the Sultan Idris Education University.

Profesor Dato' Dr. Ibrahim Ahmad Bajunid, was awarded various State and Federal Honours, specifically, the D.S.P.N., K.M.N., D.J.N., S. M. P and A.M.N. He is Distinguished Fellow ISIS, Fellow CCEA, Fellow Emeritus IAB, Senior Fellow Malaysian Social Institute., Currently, he is Visiting Professor, Universiti Sains Malaysia, Adjunct Professor Universiti Pendidikan Sultan Idris, Adjunct Professor Universiti Utara Malaysia; Adjunct Professor Asia e University, and, Wawasan Open University; and was formerly Adjunct Professor University of Houston, the National University of Malaysia and Universiti Putra Malaysia.

Parallel Session I (A) Marketing Communication

Date: 09 November 2011
Time: 0830 - 1000
Venue: Balai Merdeka [Level 4]

CHAIRPERSON

Ernest Cyril de Run

PRESENTERS

1. What and Why of Controversial Advertising
Ernest Cyril de Run, Universiti Malaysia Sarawak
Bikash Ranjan Debata, Rourkela Institute of Management Studies
2. Conceptual Model Of Celebrity Endorsement: Factors That Affect Consumers' Purchase Intention In Malaysia
Wong Lai-Soon, Universiti Tunku Abdul Rahman
Loo Siat-Ching, Universiti Tunku Abdul Rahman
Ragubathi A/L Sivanathan, Universiti Tunku Abdul Rahman
Han Moon-Kim, Universiti Tunku Abdul Rahman
Koh Chee-Boon, Universiti Tunku Abdul Rahman
Lau Kok-Lun, Universiti Tunku Abdul Rahman
Tan Ming-Li, Universiti Tunku Abdul Rahman
3. The Relationship between Advertising and Consumption in India: An Analysis of Causality
Abey P Philip, Curtin University
4. Impact of Media and Socio Cultural Factors on Body Image
Tariq Jalees, College of Management Sciences, PAF-KIET

Parallel Session I (B) Human Capital Development

Date: 09 November 2011
Time: 0830 - 1000
Venue: Dewan Muhibbah 1 [Level 2]

CHAIRPERSON

Jamal Abdul Nassir bin Shaari

PRESENTERS

1. Influencing Employee Engagement: The Role of Human Resource Practices in Public Sector Context
Shipa Priya, Chandragupt Institute of Management
Surya Prakash Pati, Chandragupt Institute of Management
Pankaj Kumar, Indian Institute of Management
2. Academic Achievement as a Predictor of Job Performance
Simranpreet Kaur Hansaram, Tun Abdul Razak University
Azlina Shaikh Awadz, Tun Abdul Razak University
Abdul Aziz Mohamad, Tun Abdul Razak University
Chong Kim Loy, Tun Abdul Razak University
Romiza Md Akhir, Tun Abdul Razak University
3. Relationship of Intellectual Capital with the Organizational Performance of Pharmaceutical Companies in Pakistan
Muhammad Khalique, Universiti Malaysia Sarawak
Jamal Abdul Nassir bin Shaari, Universiti Malaysia Sarawak
Abu Hassan bin Md. Isa, Universiti Malaysia Sarawak
4. Tracing the Essence of Intellectual Capital within Total Quality Management
Jamal Abdul Nassir bin Shaari, Universiti Malaysia Sarawak
Muhammad Khalique, Universiti Malaysia Sarawak
Abu Hassan bin Md. Isa, Universiti Malaysia Sarawak

**Parallel Session I (C)
Accounting/ Finance**

**Date: 09 November 2011
Time: 0830 - 1000
Venue: Dewan Perpaduan 2 [Level 1]**

CHAIRPERSON
Norlina Kadri

PRESENTERS

1. Using A Real-Life Operational Audit Assignment As A Class Project: A Malaysian Case
Sharon Cheuk, Universiti Malaysia Sarawak
2. Reasons for Non Compliance of License Holders Towards Disclosure-Based Regulation in Malaysian Securities
*Asmah Laili Yeon, Universiti Utara Malaysia
Faridahwati Mohd Shamsudin, Universiti Utara Malaysia*
3. Religiosity As a Moderator in the Relationship between Money Ethics and Tax Evasion
*Teck-Chai Lau, Universiti Tunku Abdul Rahman
Kum-Lung Choe, Universiti Tunku Abdul Rahman
Luen-Peng Tan, Universiti Tunku Abdul Rahman*
4. A Name-Brand Auditor And Firm Characteristics: A Study Of Sultanate Of Oman
*Khaled Slamen Aljaaidi, Universiti Utara Malaysia
Shamharir Bin Abidin, Universiti Utara Malaysia*
5. Inventory-Performance Link: Evidence from Malaysian Construction Firms
*Salawati Sahari, Universiti Malaysia Sarawak
Michael Tinggi, Universiti Malaysia Sarawak*

**Parallel Session I (D)
Technology**

**Date: 09 November 2011
Time: 0830 - 1000
Venue: Dewan Muhibbah 2 [Level 2]**

CHAIRPERSON
Constance Rinen Justin Wah

PRESENTERS

1. The Influence of Ease of Use and Support on HRIS Success: An Empirical Investigation of Japanese Manufacturing Companies in Malaysia
*Hadziroh Ibrahim, Universiti Utara Malaysia
Faridahwati Mohd. Shamsudin, Universiti Utara Malaysia
Chandrakantan Subramaniam, Universiti Utara Malaysia*
2. Technology Acceptance Model and Organizational Learning Capability in UNIMAS
*Irma Yazreen Md Yusoff, Universiti Malaysia Sarawak
Lo May Chiun, Universiti Malaysia Sarawak
Tan Hern Yen, Universiti Malaysia Sarawak*
3. International Renewable Energy (RE) Commercialization Review: Comparisons of Selected Renewable Energy Types
*Melati binti Ahmad Anuar, University Technology of Malaysia
Kamariah binti Ismail, University Technology of Malaysia
Mohd Khairuddin bin Ramli, University Technology of Malaysia*
4. Informational Products and Communication Strategies about Influenza Outbreak: Assessing the Needs of Rural Communities in Sarawak
*Rohaya Mohd-Nor, Universiti Malaysia Sarawak
Samuel Lihan, Universiti Malaysia Sarawak
Rose Nanju@Manju, Universiti Malaysia Sarawak
Sidiah John Siop, Universiti Malaysia Sarawak*

Parallel Session II (A) Marketing Research

Date: 9 November 2011
Time: 1400 - 1530
Venue: Balai Merdeka [Level 4]

CHAIRPERSON

Abang Azlan Mohamad

PRESENTERS

- Validating a Tourism Instrument in Rural Tourism Destination: A Test on Bario
Abang Azlan Mohamad, Universiti Malaysia Sarawak
May-Chiun Lo, Universiti Malaysia Sarawak
Peter Songan, Universiti Malaysia Sarawak
Alvin W. Yeo, Universiti Malaysia Sarawak
- Multicultural Awareness Scale's Validation Among Malaysia Multicultural Society
A.S. Awang-Rozaimie, Universiti Teknologi Mara, Sarawak
J. Aiza, Universiti Teknologi Mara, Sarawak
A.J. Ali, Universiti Sains Malaysia
- Cultural Complexity Of Market Research In Asia: The Relevance Of Culturally Sensitive Methodologies
Stephanie Herold, Friedrich-Schiller-University Jena Germany / M&C Saatchi Singapore
- Proposing An Experimental Design To Examine Green Pricing
Jeen Wei Ong, Multimedia University
Pei-Ling LEE, Multimedia University
Wendy Ming Yen Teoh, Multimedia University
Gerald Guan Gan Goh, Multimedia University

Parallel Session II (B) Knowledge Management

Date: 9 November 2011
Time: 1400 - 1530
Venue: Dewan Muhibbah 1 [Level 2]

CHAIRPERSON

Lo May-Chiun

PRESENTERS

- Effectiveness Factor Implementing of Knowledge Management in Private Sector in Malaysia
Hairiani Abdul Hamid, Univerisiti Teknologi MARA
Khairunnisa Rahman, Univerisiti Teknologi MARA
- Improving Organizational Competency and Efficiency Through Knowledge Management Strategy
Romiza Md Akhir, University of Management and Technology (UMTECH)
Mohd Misron Omar, Universiti Tun Abdul Razak (UNIRAZAK)
Azlina Shaikh Awadz, University of Management and Technology (UMTECH)
Noor Raihan Abdul Hamid, University of Management and Technology (UMTECH)
- The Influence of Knowledge Management on Organization Performance
May-Chiun Lo, Universiti Malaysia Sarawak
T. Ramayah, Universiti Sains Malaysia
Lau King Nim, Universiti Malaysia Sarawak
- Learning Organization and Employee Learning Initiatives: Survey Findings from Tourism and Cultural related Organizations in Kuching, Sarawak
Constance Rinen Justin Wah, Universiti Malaysia Sarawak
Rohaya Mohd-Nor, Universiti Malaysia Sarawak

Parallel Session II (C) Economics

Date: 9 November 2011

Time: 1400 - 1530

Venue: Dewan Perpaduan 2 [Level 2]

CHAIRPERSON

Evan Lau

PRESENTERS

1. Regional Spillovers and Economic Growth: Do Neighboring Countries Matter for Sabah and Sarawak Economic Development?
Muzafar Shah Habibullah, Universiti Putra Malaysia
A.M. Dayang-Affizzah, Universiti Malaysia Sarawak
Ching-Hong Pua, Universiti Malaysia Sarawak
2. Health Status, Health Investment and Economic Growth: An Empirical Study in Malaysia
Fariastuti Djafar, Universiti Malaysia Sarawak
Dzul Hadzwan Husaini, Universiti Malaysia Sarawak
3. External Debt and Growth: A Panel Analysis of Asian Countries
Evan Lau, Universiti Malaysia Sarawak
Thian-Ling Kon, Universiti Malaysia Sarawak
4. Trade Openness, Foreign Direct Investment and Growth In Thailand
Mohammed B. Yusoff, International Islamic University Malaysia
Ruslee Nuh, Prince of Songkla University

Parallel Session II (D) Marketing Strategy

Date: 9 November 2011

Time: 1400 - 1530

Venue: Dewan Muhibbah 2 [Level 2]

CHAIRPERSON

Janifer Lunyai

PRESENTERS

1. Establishing Fragmented brands in South Asian Markets
Abel Louis R, Sri Krishna Institutions
2. Evaluating the effectiveness of CRM status: An Iranian Case
Reza Allahyari Soeini, NOORETOUBA Virtual University
Behzad Jafari, NOORETOUBA Virtual University
Mohammad Reza Abdollah Zadeh, NOORETOUBA Virtual University
3. Characteristic Of A Good Brand Name
Nordiana Ahmad Nordin, Universiti Malaysia Sarawak
Sharizal Hashim, Universiti Malaysia Sarawak
Dayang Zannarie Afnahton, Universiti Malaysia Sarawak
4. An Exploratory Study On Customer Perception And Buyer Behaviour For Purchase Of Data Dongles, Birla Institute of Management Technology
Gagan Katiyar, Birla Institute of Management Technology
A.K. Dey, Birla Institute of Management Technology
Appoorv Narula, Birla Institute of Management Technology
5. Promotion Mix: Level of Awareness and Purchase Likelihood
Rabaah Tudin, Universiti Malaysia Sarawak
Anne Wong Ling Ling, Universiti Malaysia Sarawak

Parallel Session III (A) Consumer Behavior

Date: 10 November 2011
Time: 0830 - 1000
Venue: Balai Merdeka [Level 4]

CHAIRPERSON

Nordiana Ahmad Nordin

PRESENTERS

1. Relationship between Consumer Characteristics and Credit Card Usage: Profile of Credit Card Users in Malaysia
Siti Rahayu Hussin, University Putra Malaysia
Nur Aien Jamal, University Putra Malaysia
Salina Hj. Kassim, International Islamic University Malaysia
2. Impact of Demographics on Retail Customer Satisfaction and Attitude
N.Udaya Bhaskar, Adikavi Nannaya University
P.Uma Maheswari Devi, Adikavi Nannaya University
B.Raja Shekhar, University of Hyderabad
3. Reasons For Purchasing Souvenirs: A Gender Based Perspective
Azuriaty Atang, Universiti Malaysia Sarawak
Ernest Cyril de Run, Universiti Malaysia Sarawak
4. Model for Customer Retention – A Case Study on Toyota in Malaysia
Wong Lai Soon, Universiti Tunku Abdul Rahman
Ngerng Miang Hong, Universiti Tunku Abdul Rahman
Shim Che We, Universiti Tunku Abdul Rahman
Liew Zhao Yao, Universiti Tunku Abdul Rahman
Khoo Kim Jing, Universiti Tunku Abdul Rahman
Chin Yuk Hoong, Universiti Tunku Abdul Rahman

Parallel Session III (B) Entrepreneurship

Date: 10 November 2011
Time: 0830 - 1000
Venue: Dewan Muhibbah 1 [Level 2]

CHAIRPERSON

Harry Entebang

PRESENTERS

1. Entrepreneurship Development: A Case Study of Lenggong Valley, *Universiti Sains Malaysia*
Mastura Jaafar, Universiti Sains Malaysia
Norziani Dahalan, Universiti Sains Malaysia
Siti Asma' Mohd Rosdi, Universiti Sains Malaysia
2. Entrepreneurial Orientation of SMEs in Labuan and Its Effects on Performance
Ricardo Baba, University Malaysia Sarawak
Sunmuglvadivu Elumalai, University Malaysia Sarawak
3. Entrepreneurial Orientation and Innovation Performance: The Case of Government-linked Companies in Malaysia
Harry Entebang, Universiti Malaysia Sarawak
Richard T. Harrison, Queen's University Belfast
4. The Influence of Personal Background on Business Intention of Prospective Franchisees in Malaysia
Mohd Hizam Hanafiah, Universiti Kebangsaan Malaysia
Zizah Che Senik, Universiti Kebangsaan Malaysia

**Parallel Session III (C)
Accounting/ Finance**

Date: 10 November 2011

Time: 0830 - 1000

Venue: Dewan Perpaduan 2 [Level 1]

CHAIRPERSON

Bakri Abdul Karim

PRESENTERS

1. Decision Making Under Uncertainties: A Simulation Optimization Approach in Efficiency Measurement
Wong Wai Peng, Universiti Sains Malaysia
Deng Qiang, Universiti Sains Malaysia
2. Independent Directors' Heterogeneity As Monitoring Agents among Countries and Malaysian Firms
Michael Tinggi, Universiti Malaysia Sarawak
Abu Hassan bin Md Isa, Universiti Malaysia Sarawak
Shaharudin Jakpar, Universiti Malaysia Sarawak
Salawati Sahari, Universiti Malaysia Sarawak
Sharifah Sabrina Syed Ali, Universiti Malaysia Sarawak
3. Using Performance Matrix to Evaluate Malaysian Companies' Financial Position
Izah Mohd Tahir, Universiti Sultan Zainal Abidin
Ku Naraini Che Ku Yusof, Universiti Sultan Zainal Abidin
Ahmad Rizal Razali, Universiti Sultan Zainal Abidin
4. Bank Loans and Stock Prices In Malaysia: Non-Granger Causality Test
Bakri Abdul Karim, Universiti Malaysia Sarawak
Norlina Kadri, Universiti Malaysia Sarawak
Lim Siew Lih, Universiti Malaysia Sarawak

**Parallel Session III (D)
Training and Development**

Date: 10 November 2011

Time: 0830 - 1000

Venue: Dewan Muhibbah 2 [Level 2]

CHAIRPERSON

Rohaya Mohd-Nor

PRESENTERS

1. Management and Development of High Potential Employees: A Study on Fifty Organizations in Malaysia
Nurita Juhdi, Tun Abdul Razak University
Fatimah Pa'wan, Tun Abdul Razak University
Ram Milah @ Simranpreet Kaur Hansaram, Tun Abdul Razak University
2. Factors Affecting Transfer of Training in Public Higher Learning Institution in Southern Malaysia
Khairunnisa Rahman, Universiti Teknologi MARA
Shafiee Tarmidi, Universiti Teknologi MARA
Hairiani Abdul Hamid, Universiti Teknologi MARA
3. E-Recruitment and Enterprise Branding: A Longitudinal Study into the Use of the Internet as a Recruitment Tool and Its Relationship to the Image of an Enterprise
Peter Cunningham, Nelson Mandela Metropolitan University
4. Managing the Bias in Qualitative Research in Management
Udaya Mohan Devadas, University of Kelaniya
Abu Daud Silong, Universiti Putra Malaysia
Ariyamuni Priyanthi Silva, Universiti Putra Malaysia

Parallel Session IV (A) Consumer Behaviour

Date: 10 November 2011
Time: 1030 - 1230
Venue: Balai Merdeka [Level 4]

CHAIRPERSON
Rabaah Tudin

PRESENTERS

1. Cause Related Marketing And Its Effects On Consumer Awareness, Attitude Towards Brand And Purchase Intention
Syed Ehtesham Ali, King Fahd University of Petroleum and Minerals
2. Perception Of Kuching Hypermarkets' Consumers In Store Attributes As Elements Of Motives To Purchase
Michael Tiong Hock Bing, Universiti Malaysia Sarawak
Janifer Ak Lunyai, Universiti Malaysia Sarawak
3. Factors Influencing Individuals' Gambling Behavior: A Case Study In Malaysia
Rabaah Tudin, Universiti Malaysia Sarawak
Woon Chan Yei, Universiti Malaysia Sarawak
4. Gender, Age And Group Norms Moderate The Impact Of Sport Sponsorship On Brand Awareness, Attitudes And Purchase Intention
Marc Mazodier, ISG Business School
5. Factors That Influence The Choice Of Banks By Malaysian: A Conceptual Study
Wong Lai-Soon, Universiti Tunku Abdul Rahman
Chua Beng-Hui, Universiti Tunku Abdul Rahman
Felicia Yeow Kar-Mun, Universiti Tunku Abdul Rahman
Goay Kean-Peng, Universiti Tunku Abdul Rahman
Leong Hooi-Wen, Universiti Tunku Abdul Rahman
Loo Kok-Ping, Universiti Tunku Abdul Rahman
Ting Ming-Chuen, Universiti Tunku Abdul Rahman
6. Perceived Value of Malaysian Low Cost Airlines: The Views of the Existing Domestic Customers
Jennifer Chan Kim Lian, Universiti Malaysia Sabah
Eileen Yeoh, Universiti Malaysia Sabah

Parallel Session IV (B) Strategy and Competitiveness

Date: 10 November 2011
Time: 1030 - 1230
Venue: Dewan Muhibbah 1 [Level 2]

CHAIRPERSON
Ricardo Baba

PRESENTERS

1. Strategy as Practice and the Fly-on-the-Wall Approach: An Exploratory Study of Board Processes
Sharon Ayson, Newcastle University
2. Innovation & Commercialization: Role of Technology Transfer Office in Malaysian Universities
Nor Sa'adah Abd Rahman, Universiti Teknologi Malaysia
Kamariah Ismail, Universiti Teknologi Malaysia
Melati Ahmad Anuar, Universiti Teknologi Malaysia
Norshifah Abd Razak, Universiti Teknologi Malaysia
3. Drivers Affecting Perception of Feasibility towards University Commercialization
Low Hock Heng, Universiti Teknologi Malaysia
Amran Md Rasli, Universiti Teknologi Malaysia
Aslan Amat Senin, Universiti Teknologi Malaysia
4. Sustainable Strategy of Health and Safety Assessment in Low and Medium Cost Stratified Residential Buildings
Mohamad Ridzuan Yahya, International Islamic University
Md Najib Ibrahim, International Islamic University
5. Comparing Public and Private Hospital Service Quality in Bangladesh
G.M. Najmuz Saadat, East West University
Humaira Matin, University of Dhaka
Md Gazi Salah Uddin, Carleton University

Parallel Session IV (C)
Economics

Date: 10 November 2011

Time: 1030 - 1230

Venue: Dewan Perpaduan 2 [Level 1]

CHAIRPERSON

Shafinah Abd Rahim

PRESENTERS

1. The New Economic Model for Malaysia: Awareness, Popularity and Perception Among UNIMAS Staff
Shafinah Abd Rahim, Universiti Malaysia Sarawak
Vivien J Moingkal, Universiti Malaysia Sarawak
2. The Role of Baitulmal Towards The Education of Poor Muslims in Sarawak
Dayang Hummida Binti Abang Abdul Rahman, Universiti Malaysia Sarawak
Mustafa Omar Mohammed, International Islamic University Malaysia
3. The Dynamic Economic Interactions Among Asean, China And India
Arunnan Bala Subramaniam, Universiti Malaysia Sarawak
Chin-Hong, Puah, Universiti Malaysia Sarawak
Shazali Abu Mansor, Universiti Malaysia Sarawak
4. Assessment of Potential Economic Activities to Determine Development Priority In West Kutai, East Kalimantan
Karmini, University of Mulawarman
Ahmad Shuib, Universiti Malaysia Sarawak
5. The Impact of China on Asean Intra-Regional Trade
M. Affendy Arip, Universiti Malaysia Sarawak
Elwin Yap Boon Siang, Universiti Malaysia Sarawak

Parallel Session IV (D)
Technology

Date: 10 November 2011

Time: 1030 - 1230

Venue: Dewan Muhibbah 2 [Level 2]

CHAIRPERSON

Irma Yazreen Md Yusoff

PRESENTERS

1. The Effects Of Technology Acceptance Factors On Customer E-Loyalty And E-Satisfaction In Malaysia
Poh-Ming Wong Winnie, Universiti Malaysia Sarawak
May-Chiun Lo, Universiti Malaysia Sarawak
T. Ramayah, Univeristi Sains Malaysia
2. Medical Imaging System and Work Practice Transformation: The Case of Radiographers
Rohaya Mohd-Nor, Universiti Malaysia Sarawak
3. Interoperability and Technology-related Barriers in the Implementation of Windows-based Smartphones: A Malaysian Perspective
Aaron Pook Sow Yee, Multimedia University
Gerald Goh Guan Gan, Multimedia University
Goh Choon Yih, Multimedia University
Uchenna Cyril Eze, Monash University
4. PDAs And Smart Phones For Improved Healthcare Knowledge Management
Aaron Pook Sow Yee, Multimedia University
Gerald Goh Guan Gan, Multimedia University
Goh Choon Yih, Multimedia University
Uchenna Cyril Eze, Monash University
5. Acculturation and the Worldview of a Worker in a Coasian Firm: A Preliminary View
Khairil Annuar Mohd Kamal, Universiti Malaysia Sarawak